



# **EMPOWERING HOMESTAY HOSTS**







## REDEFINING ALTERNATIVE ACCOMMODATIONS

This nationwide training initiative, delivered by GHE and supported by regional tourism boards, is transforming remote villages into thriving eco-tourism hubs. By building capacity in hospitality, digital marketing, and sustainable operations, the program has unlocked new livelihood opportunities for homestay owners and aspiring hosts. It is helping local communities reimagine their spaces not just as guest houses, but as gateways into culture, tradition, and nature.



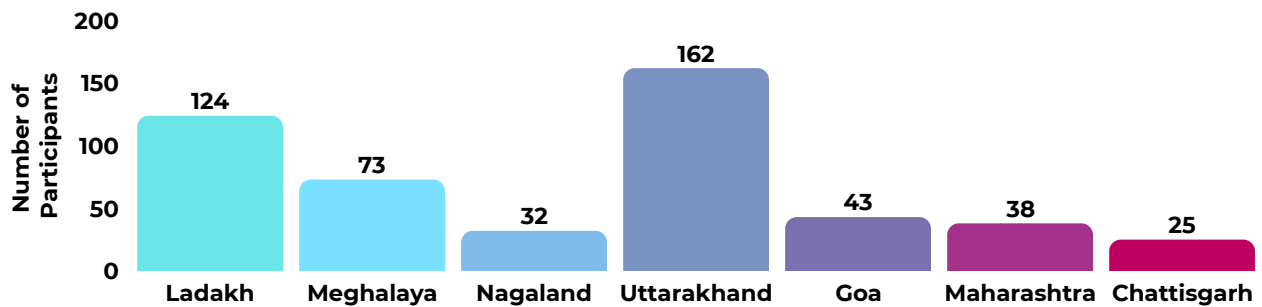






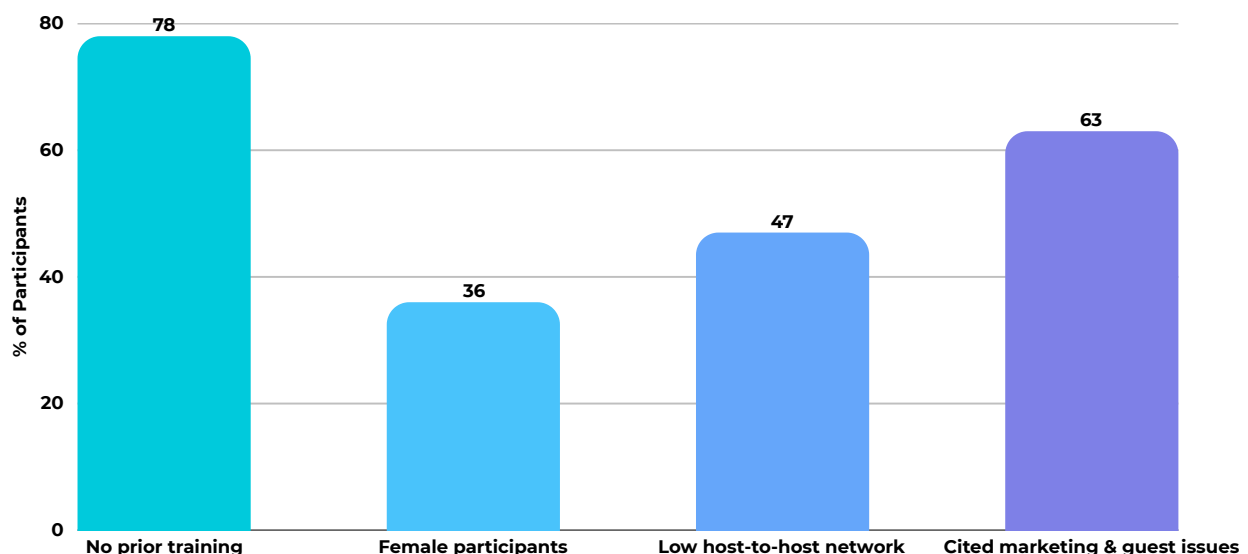
# The Journey So Far

## Training Program Highlights

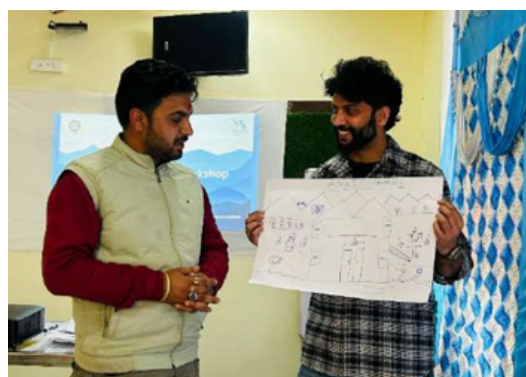


The Homestay Training Program has reached over 500 individuals across diverse regions — from coastal communities to high Himalayan valleys. Each training was adapted to the local context, empowering first-generation entrepreneurs, women, returning youth, and traditional hosts with the practical skills needed to run guest-ready, community-rooted homestays. Many participants had never received formal hospitality training before, and most lacked networks with other hosts, highlighting a strong need for grassroots capacity building.

These sessions provided a much-needed foundation for local hosts to enter the tourism ecosystem with confidence and pride, encouraging community-driven approaches to hospitality that preserve local identity and support livelihoods.









# WHAT WE FOCUSED ON!

## ECO-HOMESTAY PRACTICES

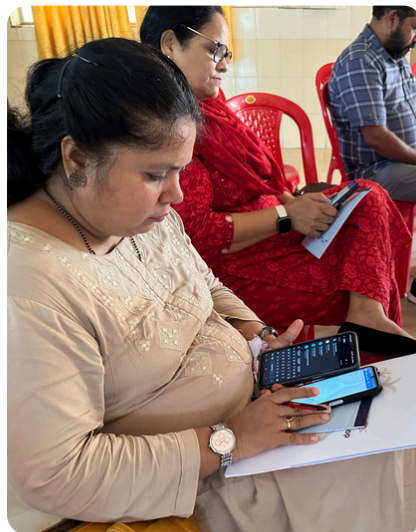
Trainees learned to implement simple, sustainable upgrades like solar water heating, local materials, and waste segregation to reduce their footprint.

## DIGITAL EMPOWERMENT

Hands-on training in Airbnb onboarding, WhatsApp Business, and social media marketing helped participants reach new markets confidently.

## GUEST EXPERIENCE & HOSPITALITY

Modules on SOPs, food presentation, room setup, and itinerary building elevated the overall guest journey from check-in to feedback.



The Homestay Training Program was designed to empower **rural hosts with practical skills** to run sustainable, guest-friendly, and digitally enabled homestays. Centered around three core pillars: **eco-friendly practices, digital empowerment, and enhanced guest experience**—the training helped participants adopt measures like solar energy use, waste management, and local material integration to build climate-conscious spaces.

At the heart of the training was a focus on **hospitality excellence**, where participants learned to curate local experiences, set up rooms professionally, manage guest interactions, and present food with cultural pride. Complemented by modules on tourism trends, government portals, SOPs, and pricing strategies, the training provided a holistic foundation for hosts to run homestays that are not only profitable but also **rooted in sustainability and local identity**.



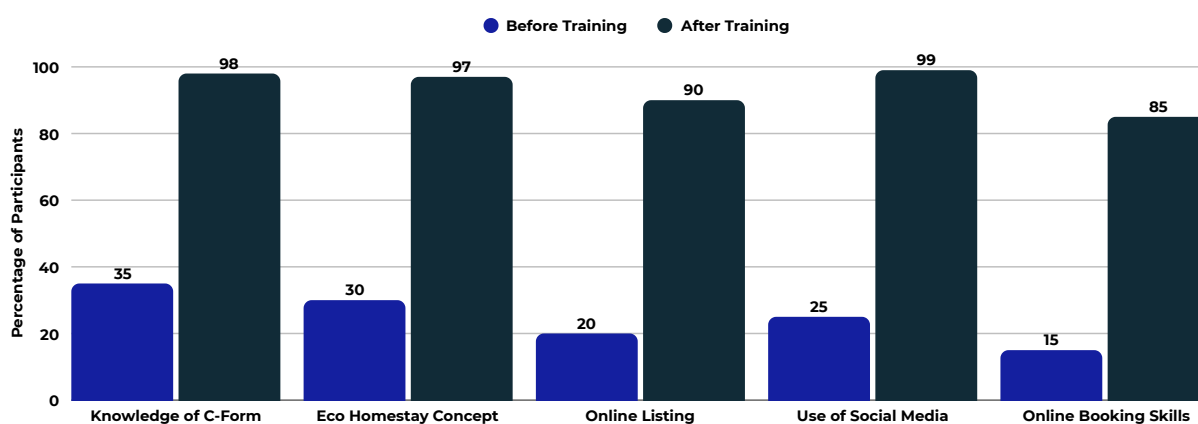




# Tangible Impact

Across all regions, the training addressed critical knowledge and skill gaps among local tourism entrepreneurs. Before joining, most participants had little to no understanding of sustainable operations, digital promotion, or formal guest management practices. After the workshops, participants reported significant improvements in their ability to manage homestays confidently, create strong guest relationships, and run their businesses as true micro-enterprises.

The learning journey didn't just stop at acquiring new skills. Hosts began to see their homestays as platforms for cultural exchange and economic growth. Many felt encouraged to upgrade their facilities, offer curated experiences, and actively reach out to new traveler communities. The transformation was deeply personal — shifting mindsets from hesitation to ownership, and from passive hosting to proactive entrepreneurship.



This growth in knowledge naturally led to a boost in confidence. Participants began to see real potential in their homestays—not just as rooms to rent, but as curated experiences. Many felt more equipped to interact with guests, manage operations smoothly, and use online tools to increase their visibility. The training helped transform hesitation into action, with hosts expressing a readiness to improve their spaces, introduce new offerings, and reach out to wider audiences. The shift was not just technical—it was emotional and entrepreneurial, as many participants left feeling proud, capable, and connected to a growing community of local tourism leaders.

